Rich Pins

Rich Pins provide users with extra information directly on a Pin.

There are four types of Rich Pins:

- App - Shows the “Install” button.
- Product - Shows real-time pricing, availability, and where to buy.
- Recipe - Shows ingredients, cooking times, and serving sizes.
- Article - Shows a headline, author, and story description.

https://business.pinterest.com/en/rich-pins

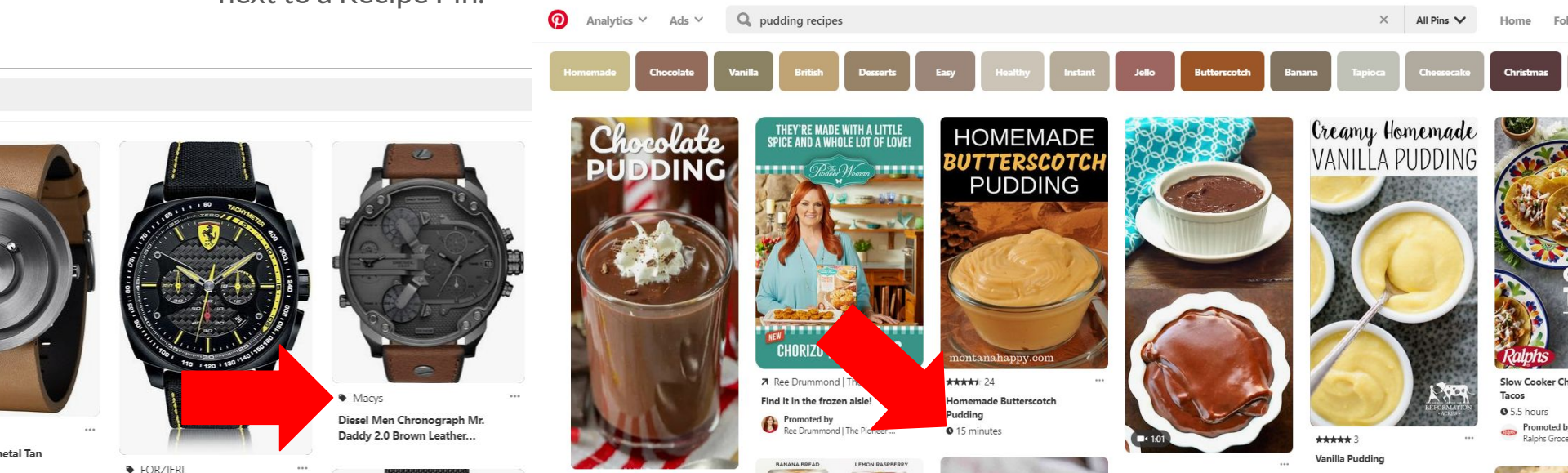
Setting up Rich Pins

- Product Pins: https://developers.pinterest.com/docs/rich-pins/products
- Recipe Pins: https://developers.pinterest.com/docs/rich-pins/recipes
- Article Pins: https://developers.pinterest.com/docs/rich-pins/articles

Reference: https://developers.pinterest.com/docs/rich-pins/overview

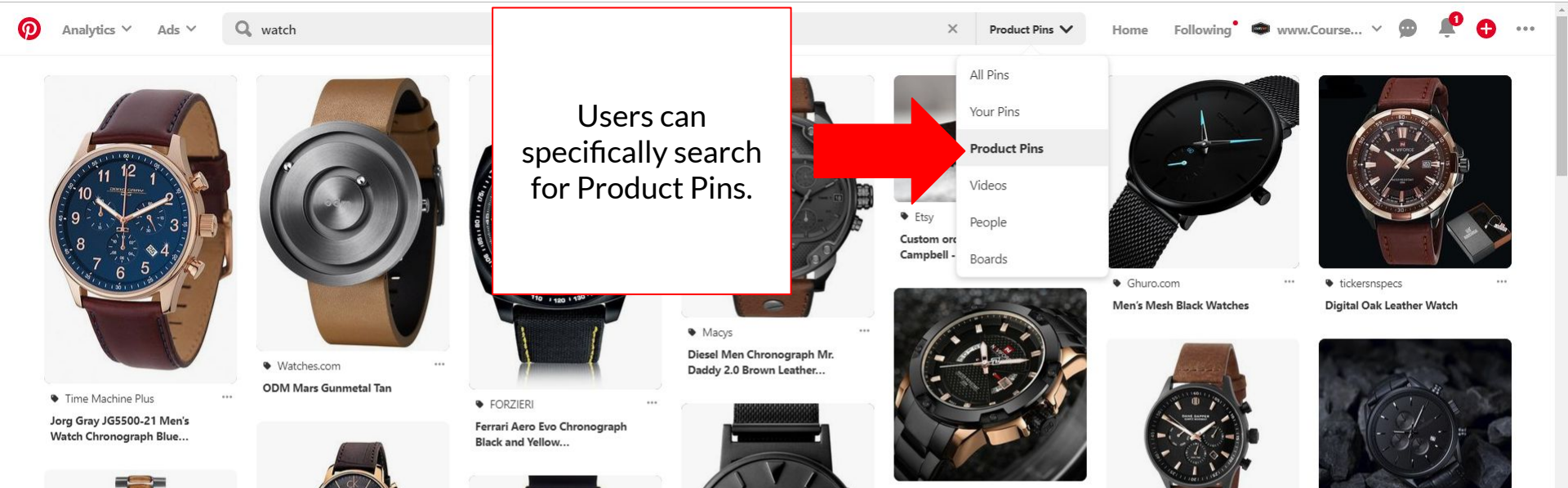
Rich Pins

- You can identify Rich Pins in your Pinterest feed by the extra info appearing below some pins.
- **EXAMPLE:** A **black tag** next to the store/website name for Product Pins or a **cooking time** next to a Recipe Pin.



Rich Pins → Product Pins

- Clicking a **Product Pin** will take shoppers directly to the product pages on retailers' ecommerce websites, enabling them to complete purchases in just a few clicks.



Product Pins

Product Pins show real-time pricing, availability, and product description on Pins from your website.

In order for these Product Pins to link directly to your ecommerce website where the customer can purchase these products, you need to enable **Product Rich Pins** on your ecommerce website.

Add Product Pins to Your Website

https://help.pinterest.com/en/business/article/product-pins

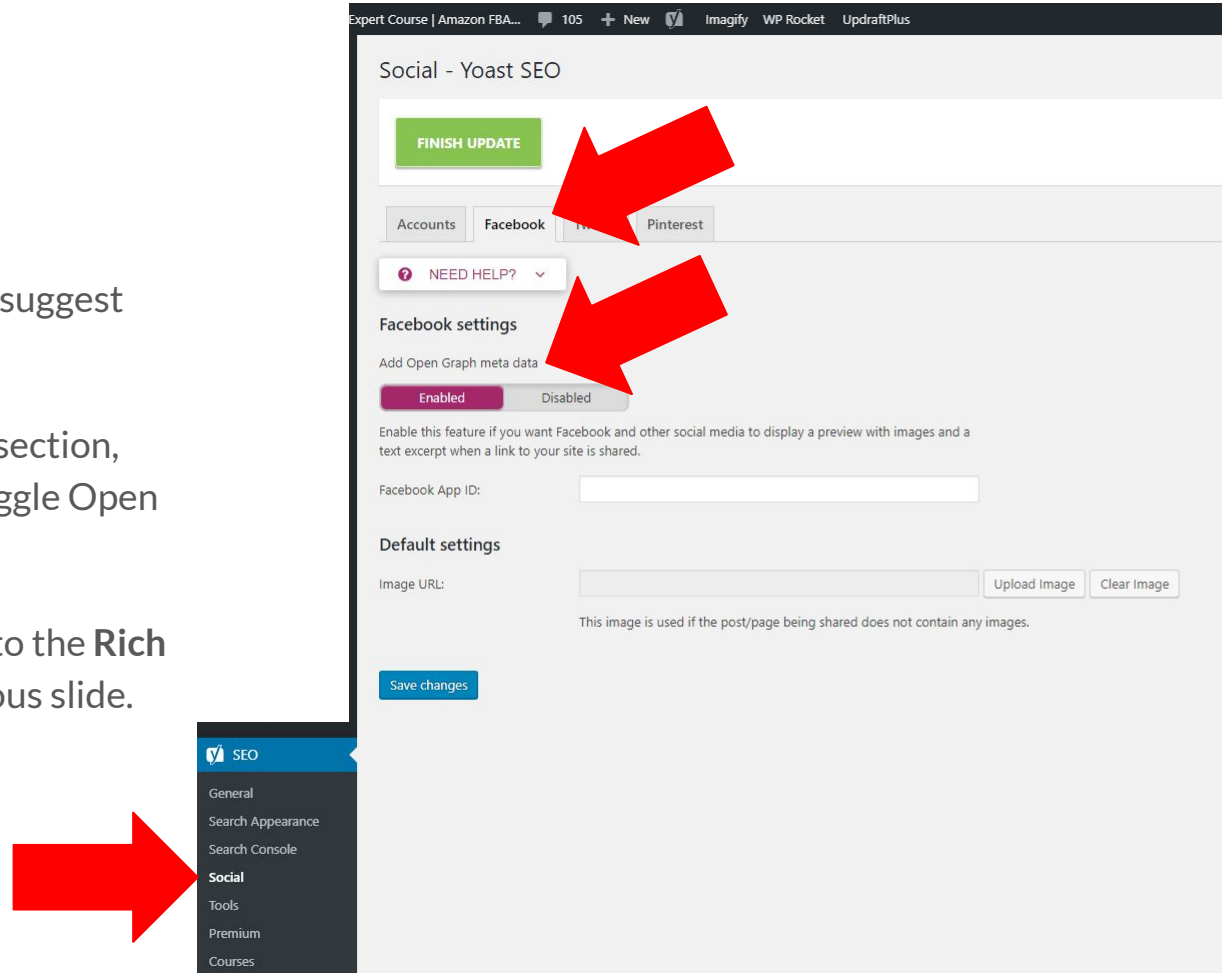
- Add **Open Graph** or **Schema.org** markups between the *<head> </head>* section of your HTML code for each page you want to enable Product Rich Pins on.
- Use the **Rich Pins Validator** to make sure we can see the Rich Pin data: https://developers.pinterest.com/tools/url-debugger
- If everything looks good, click Apply now. Make sure to pick the right markup type when applying.

Open Graph

For websites using WordPress, I suggest the plugin **Yoast SEO**.

Once installed, under the **Social** section, select the **Facebook** tab, then toggle Open Graph meta data to **Enabled**.

Once enabled, you can move on to the **Rich Pins Validator** step on the previous slide.



Add Product Pins to Your Shopify Store

https://help.pinterest.com/en/business/article/product-pins

- Go to a specific product URL on your Shopify site (this is a page that has a “Buy” or “add to bag” button).
- Copy and paste this product URL into the Rich Pin validator and type “**.oembed”** to the end of your product URL.
- Click Validate.
- After the preview appears, click Apply (you only need to apply with a single product URL from your website).

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